

Rep Order#	6830213	Ver#	2	Status	Returned
EC'd	Yes				

Traffic Order# 103613

Printed: 06/27/2012 9:35 AM
Last Received: 06/27/2012 6:56 AM
Showing Buylines: All Lines

1 of 3

Station	KSNV-TV LAS VEGAS, NV.
Advertiser	() HELLER FOR SENATE
Product	HELLER FOR SENATE
Estimate#	
Bayer	NEIL WILLIAMS
Phone#	

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 08/08/2012 - 08/14/2012
Hiatus Weeks

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

--- CONTRACT COMMENT ---

SC=*

REMARKS

PLEASE SEE NA LINE 15. THANKS.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	5A-6A	NEWS	:30	\$400.00	08/08-08/10	3	1	3	\$1,200.00	
		Buyline Comment: NEWS										
	2	M-TU	5A-6A	NEWS	:30	\$400.00	08/13-08/14	2	1	2	\$800.00	
		Buyline Comment: NEWS										
	3	M	6A-7A	NEWS	:30	\$700.00	08/13-08/13	1	1	1	\$700.00	
		Buyline Comment: NEWS										
	4	W	6A-7A	NEWS	:30	\$700.00	08/08-08/08	1	1	1	\$700.00	
		Buyline Comment: NEWS										
	5	TH	7A-9A	TODAY SHOW	:30	\$1,400.00	08/09-08/09	1	1	1	\$1,400.00	
		Buyline Comment: TODAY SHOW										
	6	W,F	5P-630P	NEWS	:30	\$1,000.00	08/08-08/10	2	1	2	\$2,000.00	
		Buyline Comment: NEWS										
	7	TU	5P-630P	NEWS	:30	\$1,000.00	08/14-08/14	1	1	1	\$1,000.00	
		Buyline Comment: NEWS										
	8	W-F	7P-730P	WHEEL	:30	\$1,000.00	08/08-08/10	3	1	3	\$3,000.00	
		Buyline Comment: WHEEL										

Rep Order# 6830213 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 103613

Printed: 06/27/2012 9:35 AM
Last Received: 06/27/2012 6:56 AM
Showing Buylines: All Lines

2 of 3

Station KSNV-TV LAS VEGAS, NV.
Advertiser () HELLER FOR SENATE
Product HELLER FOR SENATE
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 08/08/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	M-TU	7P-730P	WHEEL	:30	\$1,000.00	08/13-08/14	2	1	2	\$2,000.00	
	Buyline Comment: WHEEL											
	10	W	730P-8P	FACE	:30	\$800.00	08/08-08/08	1	1	1	\$800.00	
	Buyline Comment: FACE											
	11	W-TH	12A-1230A	NEWS AFT OLY	:30	\$1,000.00	08/08-08/09	2	1	2	\$2,000.00	
	Buyline Comment: NEWS AFT OLY											
	12	SA-SU	5P-630P	NEWS	:30	\$650.00	08/11-08/12	2	1	2	\$1,300.00	
	Buyline Comment: NEWS											
	13	SU	11P-1135P	NEWS	:30	\$1,500.00	08/12-08/12	1	1	1	\$1,500.00	
	Buyline Comment: NEWS											
	14	SA	6A-7A	NEWS	:30	\$350.00	08/11-08/11	1	1	1	\$350.00	
	Buyline Comment: NEWS											
	*15	SU	7A-8A	NEWS	:30	\$625.00	08/12-08/12	1	1	1	\$625.00	
	Buyline Comment: SUN TODAY											
	Station Remark: V2 1X NA 8/12 DT OLYMPICS - NO SUN TODAY ON 8/12											
	16	W-F	730P-8P	OLY ZONE	:30	\$750.00	08/08-08/10	1	1	1	\$750.00	
	Buyline Comment: OLY ZONE											
	17	W-F	430A-459A	NEWS	:30	\$150.00	08/08-08/10	2	1	2	\$300.00	
	Buyline Comment: NEWS											
	18	TU	12P-1230P	NEWS	:30	\$425.00	08/14-08/14	1	1	1	\$425.00	
	Buyline Comment: NEWS											

---REPORT TOTALS---

Rep Order# 6830213 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 103613

Printed: 06/27/2012 9:35 AM
Last Received: 06/27/2012 6:56 AM
Showing Buylines: All Lines

3 of 3

Station KSNV-TV LAS VEGAS, NV.
Advertiser () HELLER FOR SENATE
Product HELLER FOR SENATE
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#
Report Totals: 28 / \$20,850.00

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 08/08/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

---SALES MONTHLY TOTALS---

Aug 12: 28 / \$20,850.00
Sales Totals: 28 / \$20,850.00
Station Totals: 28 / \$20,850.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$90,652	CATV	0%	KBLR	0%	KINC	0%	KLAS	36%	KSNV	23%
		KTNV	18%	KTUD	1%	KVCW	3%	KVMY	4%	KVVU	15%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE